

## List of Social Enterprises/Initiatives

A range of diverse social enterprises are carefully designed to cultivate a multitude of strengths for a wide spectrum of individuals and groups, forming a robust, nurturing eco-system of GUI within the Kampung Kampus:

### **WOW Kampung**

A social enterprise for experiential environmental education and character development for students and teachers, WOW Kampung hires passionate volunteers who want to become full-time staff in running its educational programmes. One of them is a preschool education programme called JOE that has been adopted by 150 kindergartens.

### **Farmily**

Encourages a healthy lifestyle and extra income for the elderly through urban farming.

### **GUI Labs for Development (GUILD)**

An innovation catalyst for sustainable technologies.

### **Touchwood**

Encourages practical craft skills such as carpentry.

### **Ground-Up Troopers (GUTS)**

Open to youths age 18–35, GUTS is a three-month programme that nurtures grounded leaders based on the “Thinker-Warrior-Farmer” philosophy to initiate more social and environmental changes in Singapore. The first batch of GUTS training commenced in January 2016.

### **Thinker**

Demonstrates critical rethinking, open-mindedness, and the ability to unlearn and relearn.

### **Warrior**

Demonstrates the ability to rally troops, be self-disciplined, and have mental resilience. A doer that walks the talk and walks the ground.

### **Farmer**

Is Grounded, Community-Centric, displays empathy, humility, and is environmentally conscious.

(Kampung Kampus’ office block) and the re-sculpting and earth-filling of its ponds (named “Learning ground”) are works-in-progress.

As a non-profit organisation, GUI is sustained by the programmes it runs. Occasionally, they receive monetary support from volunteers and corporations. “We would like to show our visitors, participants, and volunteers that while money enables us to do the work we need to do, it should not be life’s chief pursuit and the sole exchange for commerce, but that there are other meaningful avenues of getting things done.”

“In order to share with the government, our corporate partners, benefactors, sponsors, and volunteers about the work we do, we keep a record of the number of volunteers who come and share through their stories about

how their lives have been impacted. Many of them start as participants in our camps and return as volunteers.”

“Our efforts to build the Kampung Kampus are gathering momentum and we are indebted to the consultants who willingly provide their advice and services pro bono, builders who offer their services, and companies and benefactors who believe in our work and offer discounts and/or product/material sponsorships.”

Kampung chief Mr Tay believes in becoming the change we would like to see and that meeting people in a conducive environment generates synergy that makes this change possible. 

### **References**

<sup>1</sup> Toh F, 2014, SA ArchiFest 2014 Crowd Interview, Singapore Institute of Architects.